

AUCTION SYSTEM
ABSTRACT OF THE DISCLOSURE

5 A challenge faced by the present invention concerns
enabling an auction system using a communication network,
such as the Internet, to allow a large number of persons to
participate in the auction at the same time. In the present
invention, which answers this challenge, a management server
10 (M) for managing the auction is connected through the
communication network (I) to terminals (C) owned by
participants in the auction. The management server (M)
includes a bidding management unit (M1) storing a supplied
total number of products to be auctioned, and determining
15 whether a demanded total number of products reaches the
supplied total number of products or managing the number of
bidding sessions, a time period of bidding and so on, and a
calculating unit (M2) for calculating a distribution of
prices bid by bidders. Thus, the management server
20 calculates the bidding-price distribution at the calculating
unit (M2) based on the prices bid by the bidders determined
by limiting the supplied total number of products/service.
In addition, the bidding management unit (M1) announces the
calculated result to the determined bidders through the
25 communication network to urge the determined bidders to bid
at the next bidding session with reference to the announced
price distribution, and uses the result to decide the
bidding price.

(SELECTED DRAWING) FIG. 2

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